

# NH Division Travel & Tourism

Presentation to Gaming Commission

November 3, 2009



# Promoting New Hampshire Tourism



# Mission

- The Division of Travel and Tourism Development plays the central role in shaping and promoting the New Hampshire image, laying the groundwork for generating visitor interest in the state and response to industry-specific promotion.
- In essence, the Division is the steward of the New Hampshire tourism brand.



# **New Hampshire's Image as a Travel Destination\***

New Hampshire has an image, in key markets, that closely mirrors its impressive product line.

New Hampshire fares well in the following areas

- Scenery/natural beauty
- Access to mountains
- Lakes/rivers
- Parks and forests
- Quaint towns/villages
- Outdoor activities
- Value for time and money
- High quality accommodations
- Family-oriented activities and attractions

Two key opportunities

- ✓ New Hampshire can be successfully positioned in key markets as a premier New England family destination.
- ✓ New Hampshire can be positioned as offering superior access to outstanding scenery and year-round outdoor activities/recreation.

\*Source: 2003, Gilstrap Study "Potential for Tourism" (handout included)



# Key Markets

- Domestic
  - Northeast with specific focus on
    - New York
    - Philadelphia
    - Boston
- International
  - Canada
  - UK, Germany, Ireland, France



# Target Audiences

- Potential/current visitors from outside the state
  - Adults 25-54 with household income \$100,000+ traveling with children
  - Adults 25-54 with household income \$100,000+ traveling without children
  - Adults 55+ with household income \$75,000+ traveling with or without children



# What drives New Hampshire Tourism?

- Unique, authentic experiences
  - **outdoor recreation** activities such as hiking, biking, camping, winter sports
  - **attractions** such as Currier Museum, Canterbury Shaker Village, Strawberry Banke, Canobie Lake Park, Santa's Village, Clark's Trading Post and many more



# Activity Clusters

- New Hampshire's many authentic New England experiences have been clustered into niches for the purposes of defining and marketing NH to visitors.



# Activity Clusters\*

- Action and Adventure
- Birds & Beasts
- Farms & Flowers
- Maple Sugaring
- Food, Glorious Food
- Mills & Main Streets
- Natural Splendors
- Wine & Cheese Trail
- Winter Wonderlands
- Fabulous Finds

*\*See Appendix A for complete descriptions*



# Marketing



# *DTTD Update to Industry*

*Presented at 2009 Governor's Conference on Tourism*



# Fall / Wine & Cheese

Headline →

FROM ONE END  
OF THE STATE  
**TO THE OTHER.**

← Lead image  
(scenic beauty)

← Fact  
(unique to NH)

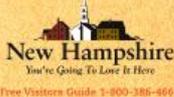
← Inset images  
(range of experiences)

← Logo and call-to-action

← Brand elements  
“texture” & fonts

Body copy →  
(detailed experience)

Our leaves put on a pretty spectacular display, it's true. But there's more. Our stone walls rise and fall, carving out a landscape of pastoral dairy farms and rolling vineyards. They lead to some of our most delectable surprises: handcrafted cheeses and specialty wines. Follow the walls and sample a taste of New Hampshire.



Listing of web site resources →

wine & cheese trails / fall festivals / places to stay [visitnh.gov](http://visitnh.gov)



# Fall / Camping

Camping in New Hampshire.  
Enjoy the great outdoors.

My dad,  
his dad,  
and now me.

[visitnh.gov/camping](http://visitnh.gov/camping)

CAMPING IN NEW HAMPSHIRE  
Enjoy the great outdoors.

Room with a view.

**You're Going To Love It Here**

Welcome to New Hampshire! We have nearly two hundred scenic campgrounds from one end of the state to the other. Whether you are looking to share the values of camping with your family, build memories with your friends, or nestle by the campfire on a romantic getaway, we hope you'll find everything you need to plan your trip on this page. Use the resources below to discover camping options in the majestic mountains, next to beautiful lakes, or seaside on the coast.

Visit camping

From oceanside RV campgrounds and full-service sites with river or mountain views, to rustic spots tucked by remote lakes in the Great North Woods, New Hampshire offers incredible variety for campers. Find yourself in campgrounds that are privately owned or in New Hampshire State Parks or the White Mountain National Forest. Campground amenities may include 3 way hookups, rental units, group areas, convenient stores, swimming, playgrounds, boating/canoeing, fishing, and laundry. Adventure outfitters and visit roadside stands, picnic areas, and numerous attractions. Have fun discovering the depth of experiences available in New Hampshire and enjoy the great outdoors!

**New Hampshire Campgrounds**

Map includes State Parks campgrounds, NHCA affiliated campgrounds and National Forest Park campgrounds.

**New Hampshire Camping Resources**

NH Travel & Tourism	NH Camping Benefits
NH Campground Owners' Association	Camping Safety Tips
2008 NH Camping Guide	NH Weather Conditions
NH State Park Camping	NH Road Conditions
Campgrounds by Region	NH Almanac
Where to Stay	NH Fish and Game

CAMPING IN NEW HAMPSHIRE  
Enjoy the great outdoors.

Nothing brings a family together like a four person tent.

Ghost stories, anyone?

Camping in New Hampshire.  
Enjoy the great outdoors.  
[visitnh.gov/camping](http://visitnh.gov/camping)

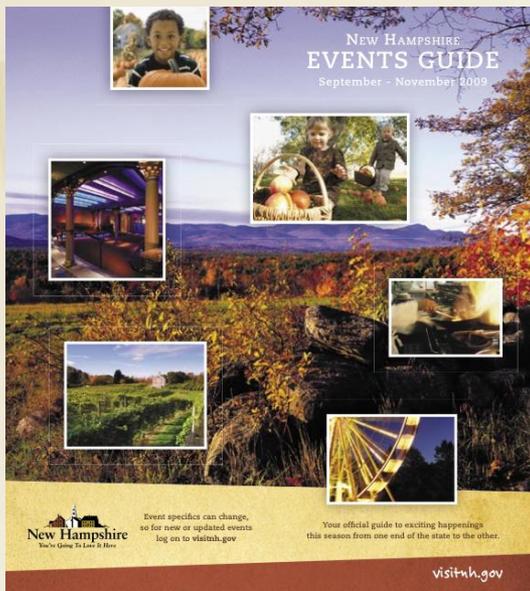
My dad, his dad,  
and now me.

Camping in New Hampshire.  
Enjoy the great outdoors.  
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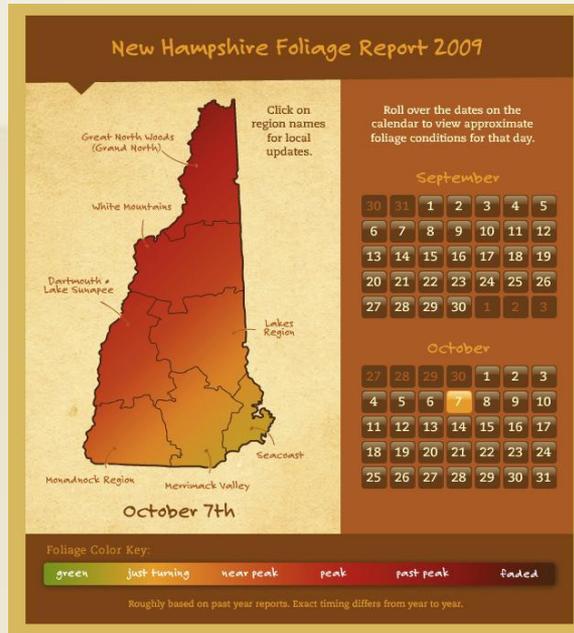
Room with a view.

Camping in New Hampshire.  
Enjoy the great outdoors.  
[visitnh.gov/camping](http://visitnh.gov/camping)





Fall Events Guide (printed piece)



Fall Foliage Report (online)

# Fall Promotions

**New Hampshire's Wine & Cheese Trails**

New Hampshire is committed to bringing the best, locally-grown foods, including fine wines and cheeses, to your restaurant dinner table through a movement known as New Hampshire Farm to Restaurant Connection. Visit New Hampshire and experience the culinary passion thriving throughout the state.

Make your way to the beautiful Lakes Region of New Hampshire and stop by The Sandwich Creamery, known for its cow's milk, farm stand, cheeses and terrific ice cream. Tours are available by appointment but you can purchase cheese and ice cream around the clock in their honor system store.

Head south on Rte. 25 to Rte. 3 and you'll reach beautiful Stone Gate Vineyard and Winery. Just two miles from Lake Winnepesaukee, the vineyard grows cold climate French hybrid grapes and wines include Marechal Foch, Leon Millot, Frontenac, Seyval, Cayuga, Steuben, Elvira and Aurore. Call ahead to arrange a tour.

Continue to make your way around Lake Winnepesaukee, heading north on Rte. 28, and stop by Agape Homestead Farm in Center Ossipee for their dill-and-garlic spreadable cheese and marinated Feta. From there make your way south on Rte. 16 to Via Lactes Farm & Brookfield Dairy in Brookfield where you can tour the farm, meet the animals and purchase farm-fresh cheese in a variety of flavors.

Head south on Rte. 16 and Rte. 125 where you'll find Flag Hill Winery and Distillery in Lee. Flag Hill welcomes visitors to their tasting rooms to sample the red, white and port wines produced from varietals that thrive on the coast. Their Ferguson-Davis Dining Room offers seasonally themed regional cuisine, incorporating ingredients from local farms.

Nearby, in the quiet town of Candia, you'll find Candia Vineyards, a boutique vineyard that specializes in fine wines from grapes. With New Hampshire's only Diamond, Frontenac, LaCrosse, Noiret and LaCrescent wines, Candia Vineyards was named New England's #1 most awarded vineyard at the 2008 Eastern States wine competition. A little further south in Sandown, Zorvino Vineyards produces quality wines from both local grapes and grapes grown in Tuscany, Chile and Northern California. Tours, tastings and special wine dinners at Castello Zorvino, the terraced manor house on the property, are enticing reasons for stopping by.

Before leaving New Hampshire, head west to LaBelle Winery, located in the heart of Alyson's Orchard in Amherst, is a unique winery that incorporates a variety of fresh fruits into distinctive wines. Seasonal wines are made with orchard-grown apples, peaches, strawberries, cranberries, blueberries, jalapeño peppers and pumpkins. Call ahead for a tour and tasting schedule.

For more detailed information, links to these properties and much more go to [visitnh.gov](http://visitnh.gov).

Remember to always drink responsibly and drive safely, wherever your travels may take you.

Wine & Cheese Trail (pdf & online)



Web site (visitnh.gov)



Online banner ad



# Summer / Action & Adventure



NO EMAIL, ALARM CLOCKS  
OR MP3s.  
JUST US.



Amazing views at every turn. Fresh mountain air, we love to embrace New Hampshire. I can't get enough of the quaint towns and covered bridges, my wife loves the temperate climate, the only state in New England where shopping is tax-free. We love great ideas, historic sites and charming places to stay. All within an hour's drive. New Hampshire was the highlight of our New England holiday.



The ultimate getaway for our family isn't a crowded park - it's an exciting escape in New Hampshire. A beach house just blocks from the ocean. The best of everything is crystal clear. We go for hikes, water hikes, outdoor festivals and fireworks. When you're getting on to leave it all busy. Sometimes you have to get away from it all to remember what's truly important.

BLUE SKIES,  
THE WIND AT OUR BACKS  
AND A FULL DAY AHEAD.



With a spectacular ocean and more than 1,000 lakes and ponds, New Hampshire is the perfect setting for endless outdoor activities.

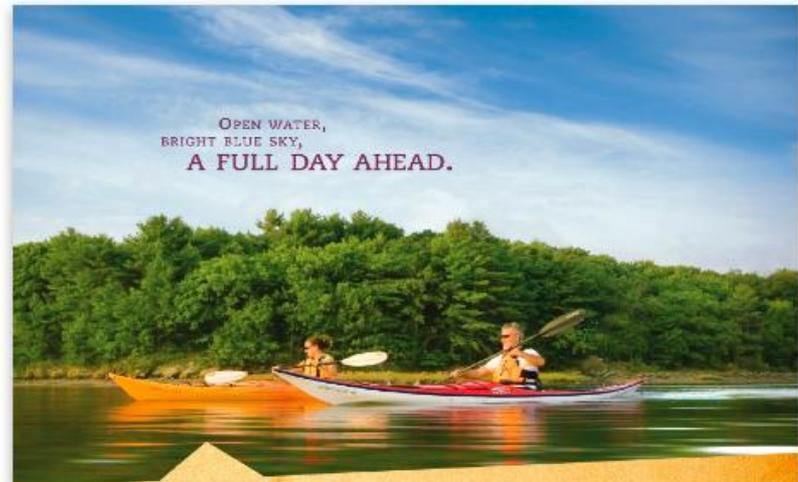


driving loops / places to stay / calendar of events

New Hampshire's historic architecture is a treasure. Discover the story of the state's rich history and its own unique story—discover them all.



vacation itineraries / planning tools / packages [visitnh.gov](http://visitnh.gov)



OPEN WATER,  
BRIGHT BLUE SKY,  
A FULL DAY AHEAD.

At home, we're always on the go - running from errands to meetings to appointments. When we visit New Hampshire, it's "on the go" on our terms. We can spend the morning exploring the coast by kayak, go for a refreshing afternoon dip in a sparkling lake and hike to the top of a majestic mountain for a stunning view of the sunset. The fresh air and exciting outdoor adventures offer us a new perspective and bring us back year after year.



New Hampshire features one of the most extensive and well-maintained trail systems in the world, with over 1,200 miles of trails in the White Mountains alone.



driving loops / places to stay / calendar of events [visitnh.gov](http://visitnh.gov)



# Summer / Dream Vacation Promotion



I love  
it here!

[NHdreamvacation.com](http://NHdreamvacation.com)



# Summer / Dream Vacation Promotion

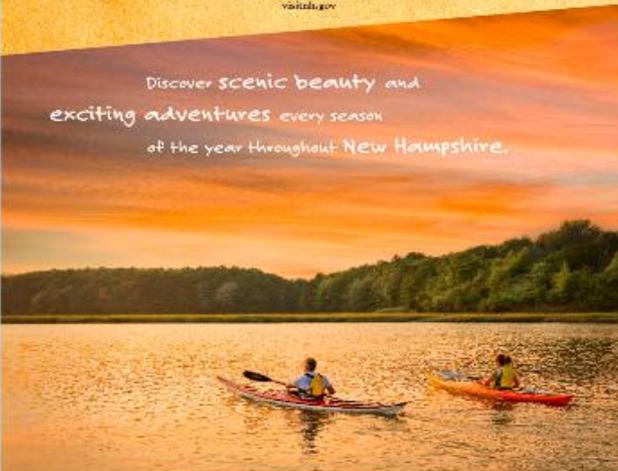


# Promotional Materials



New Hampshire  
You're Going To Love It Here  
visitnh.gov

Discover scenic beauty and exciting adventures every season of the year throughout New Hampshire.



Official New Hampshire Video Guide

NEW HAMPSHIRE'S  
WINE & CHEESE  
TRAILS



Discover new adventures with three scenic driving loops through the heart of New England.



visitnh.gov

NEW HAMPSHIRE  
EVENTS GUIDE  
DECEMBER 2007 - FEBRUARY 2008



Your official guide to exciting happenings this season from one end of the state to the other.



visitnh.gov



# International / Action & Adventure, Natural Splendors

WELCOME TO THE  
**HEART OF**  
NEW ENGLAND.

New Hampshire has over  
1,500 lakes and ponds and  
over 4,000 miles of rivers.

Savvy Travelers have journeyed from the ends of the earth  
to pay homage, lured by four glorious seasons of unspoiled scenery  
and unmatched beauty. Come climb our mountains.  
Swim our crystal clear lakes. Sail our storied Atlantic.  
New Hampshire. You're going to love it here.

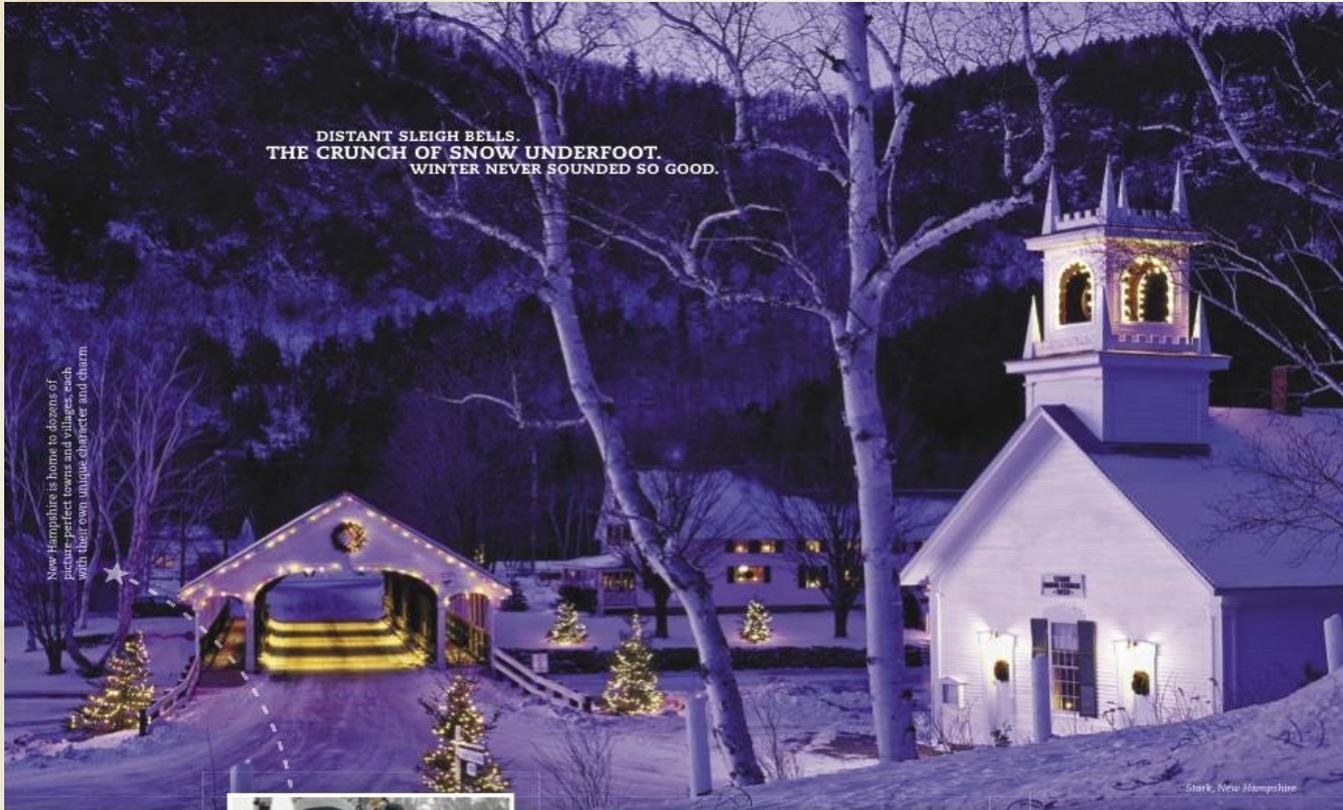
New Hampshire  
You're Going To Love It Here  
Order Your Free Visitors Guide  
at [visitnh.gov](http://visitnh.gov)

vacation itineraries / planning tools / packages [visitnh.gov](http://visitnh.gov)

New Hampshire  
DCA  
Boston  
New York  
City



# Winter / Winter Wonderlands



DISTANT SLEIGH BELLS.  
THE CRUNCH OF SNOW UNDERFOOT.  
WINTER NEVER SOUNDED SO GOOD.

New Hampshire is home to dozens of picturesque towns and villages, each with their own unique character and charm.

Stark, New Hampshire

There's something so refreshing about winter in New Hampshire. The light glows soft, the air breathes crisp and calm. Whether you're nestled in for a quintessential horse-drawn sleigh ride, browsing shops filled with tax-free gifts, or wandering along country roads dusted with fresh, powdery snow, you'll feel New Hampshire's warm welcome. Discover the magic of winter in New Hampshire.

  
**New Hampshire**  
*You're Going To Love It Here*  
Call for your free Visitors Guide  
1-800-386-4664



vacation itineraries / planning tools / holiday packages [visitnh.gov](http://visitnh.gov)

  
**New Hampshire**  
*You're Going To Love It Here.*

# Winter / Natural Splendors

DISTANT SLEIGH BELLS.  
**THE CRUNCH OF SNOW UNDERFOOT.**  
WINTER NEVER SOUNDED SO GOOD.

The deep hoot of the great horned owl, one of many species of birds that winter in New Hampshire, can carry for more than a mile in the forest.

Crawford Notch, New Hampshire



Wildlife thrives in New Hampshire's winter wonderland, where frozen rivers wind through snowy fields, and the call of the blue jay echoes through forest glades. Snow-capped mountains kiss the evening sky and covered bridges lead to cozy inns. Discover the magic of winter in New Hampshire.

  
**New Hampshire**  
You're Going To Love It Here  
Free Visitors Guide 1-800-386-4664

vacation itineraries / planning tools / holiday packages  
[visitnh.gov](http://visitnh.gov)

  
**New Hampshire**  
You're Going To Love It Here.

# Questions?

